

What is Claimed is:

1. A Web Services directory comprising:
 - at least one Business Entity object; and
 - at least one User object, wherein the at least one Business Entity object is arranged under the at least one User object.
2. The Web Services directory as recited in claim 1, further comprising:
 - at least one Business Service object; and
 - at least one Binding Template object, wherein the at least one Business Service object is arranged under the at least one Business Entity object, and the at least one Binding Template object is arranged under the at least one Business Service object.
3. The Web Services directory as recited in claim 1, wherein the at least one Business Entity object is arranged under the at least one User object by virtue of at least one corresponding User Children object.
4. The Web Services directory as recited in claim 1, further comprising at least one Domain object, wherein the at least one User object is arranged under the at least one Domain object.
5. The Web Services directory as recited in claim 1, further comprising apparatus adapted to implement the Web Services directory, and in which Directory Services are invoked.
6. The Web Services directory as recited in claim 5, wherein the Directory Services are invoked using at least one of X.500 and LDAP protocols.
7. A Web Services system comprising:
 - a registry in which businesses may register, the registry comprising a hierarchical directory including at least one Business Entity object and at least one User object, the at least one Business Entity object being arranged under the at least one User object; and

a storage system for storing business information and accessible via the hierarchical directory.